



YEAR **1** ENTRY
SELF-FINANCED DS125111

YEAR **3** ENTRY
SELF-FINANCED DS125111

PROGRAMME HIGHLIGHTS

- Combine traditional and digital advertising practices to nurture the next generation of professionals
- Enhance advertising effectiveness through research, data analysis and product evaluation
- Broaden horizons through industry sharing from local and overseas professionals

Programme Overview

This programme cultivates your creativity and design thinking. Through an in-depth understanding of the theories and principles in traditional advertising and the exploration of related knowledge, including the application of new media and the internet on advertising, you will be able to develop effective advertising solutions through the process of research, analysis, implementation and evaluation; in addition to local market information through visits or seminars offering corporate information and practical knowledge from speakers who are industry professionals.

Career Outcome

Upon completing the programme, students will possess professional advertising skills with a strong marketing acumen and awareness of new media technologies which are essential requirements in conducting advertising campaigns, digital marketing, branding design, interactive and online advertising, as well as transmedia and graphic communication design in the industry.

Professional Body Engagement

Graduate may apply for membership of The Chartered Society of Designers and The Association of Accredited Advertising Agencies of Hong Kong.



Industry Endorsement

"Never bend your head. Always hold it high and stay true to yourself. Definitions of success are countless. How I define success will never be the same as you define it. But I am sure it can only be achieved when you try your best in all aspects of everything you do."

Adran CHONG

CEO
Soap Studio Co. Ltd.



Graduate Endorsement

"THEi Advertising not only equips me with wide variety of knowledge and skill-sets but also provides excellent industry exposure via lots of on-job training opportunities. It provides me with good direction for future development and even roadmap to success."

NG Long Kwan, Tommy

2018 Graduate

PROGRAMME STRUCTURE

YEAR 1

- Types & Images
- Media Aesthetics
- Semiotics
- Advertising and Marketing Principles
- Storytelling
- Modern Cinematography and Virtual Reality
- Interface Design
- English for Academic Studies 1
- Chinese 1
- Creativity & Innovation in Society

YEAR 2

- Technology, Society & Work
- Copywriting and Content Strategy
- Animation
- Media Morality
- Entrepreneurial Mindset
- M-Commerce and Social Media Strategy
- Consumer Behaviour to Conversion Strategy
- Corporate Identity and Branding
- General Education Elective 1
- Programme Elective 1

YEAR 3

- Digital Marketing
- Design Studio in Digital Era 1
- Data Analytics, ROI & Reporting
- Design Studio in Digital Era 2
- Chinese 2
- English for Professional Purposes
- English for Academic Studies 2
- General Education Elective 2
- Programme Elective 2
- Work-integrated Learning

YEAR 4

- Design Management
- Design Studio in Digital Era 3
- Dissertation 1
- Crowdsourcing & Platform Business
- Dissertation 2
- Final Design Studio
- Programme Elective 3
- General Education Elective 3
- General Education Elective 4

PROGRAMME ELECTIVES*

- Web Design
- 3D Visualisation
- Virtual Reality Game Design
- Strategy in Human Senses
- Art Direction in Photographic Media
- Interdisciplinary Design Collaboration
- Digital Transformation
- Mobile and Social Media Advertising

GENERAL EDUCATION ELECTIVE MODULES*

Faculty of Design and Environment (FDE)

- Impact of Contemporary Design on Society
- Living with Sustainable Materials
- Landscape Appreciation
- Urban Greenery & Ecology
- Land Art
- Asian Fashion Retail Marketing
- Toy Design
- Digital 3D Modelling & Printing for Beginners
- The Art & Science of Film
- Housing Policy & Management

Faculty of Management and Hospitality (FMH)

- Stress Management
- Wellness & Lifestyle Management
- Corporate Social Responsibility in Action
- Personal Financial Management
- Self-marketing & Personal Branding
- The Tourism Industry in Hong Kong
- Accounting for Non-Accountants
- Business Management in Hong Kong
- Essentials in People Management
- Introduction to Japanese Language & Culture
- FinTech Fundamentals
- The Art of Professional Speaking
- Holistic Massage Therapy
- Guangdong Dim Sum Culinary Skills & Culture

Faculty of Science and Technology (FST)

- Environment, Development & Sustainability
- Green & Intelligent Building
- Nutrition & Health
- Food in Daily Life
- Safety & Quality of Consumer Products
- Renewable Energy & Its Application in Buildings
- Buildings & Infrastructures Appreciation
- Health & Medical Technology Development in Guangdong-Hong Kong-Macao Greater Bay Area
- Environmental, Health & Safety Implementation of Commercial & Industrial Project
- Project Organisation Techniques
- Traditional & New Construction Technologies in Mainland China
- Food & Agriculture
- Introduction to Concepts of New Engineering Contracts
- Principles of Project Finance
- Basics of Building Information Modelling
- Introduction to Aircraft Technology

SCHOOL OF GENERAL EDUCATION AND LANGUAGES (SGEL)

- Hong Kong Society: Continuity & Change
- Literature & Modern China
- The Modern World: History & Culture
- Language, Culture & Society
- Translation in Everyday Life (English-Chinese)
- Journey to the Exotic World of Microorganisms
- Plants & Human Civilisations
- Creative Writing in Chinese
- Introduction to Spanish Language & Culture
- Service Leadership in a New Era
- Making Sense of Our World: Selected Topics in Sociology
- Cantonese Linguistics in Hong Kong Popular Culture
- Western Classical Music Appreciation
- Hong Kong Literature: the Local, the Mainland & the World
- Biographies in World History & Biographical Writing in Chinese
- Introduction to French Language & Culture
- Music Technology, Creativity & Production
- Understanding Citizenship in the Modern World
- Chinese as a Foreign Language & Culture
- Introduction to Interpreting Skills (Cantonese-English)
- Understanding Hong Kong History & Culture through Heritage